



ORDER

Flight Dates **08/11/12-08/17/12**

Contract / Revision **307660 /** **David Schweikert for Congress**

Original Date / Revision Agency Com 15%

08/10/12 08/17/12 Billing Contact

Advertiser **Schweikert / Republican / Co**
3299 K Street NW - Suite 200
Washington, DC 20007

Agency **Strategic Media Services**

Buying Contact Sales Office EWSDC

3299 K Street NW - Suite 200
Washington, DC 20007 Sales Region NAT
Agency Ref 2

Order Sep 00:20:00

Estimate #

Alt Order #

Billing Type Cash

Order Type GENERAL

Billing Cycle EOM/EOC

Billing Calendar BROADCAST

Demographic A35+

Rev Codes POL POL CAND

Product Codes DO

Priority P-3

Advertiser Ref

Primary Account Executive
 Dave Lombardo

Account Executive	Order%	Start Date	End Date
Dave Lombardo	100%		
Tanya Winscott	%		

Order Share %	Market Value
Competing Station	% of Order Amount
CABLE	%
KASW	%
KDRX	%
KPHO	%
KPNX	%
KPPX	%
KSAZ	%
KTVK	%
KTVW	%
KUSK	%
KUTP	%
UNKWN	100%

Order Totals

Billing Plan

Month	# of Spots	Net Amount	Gross Amount	Rating	Start Date	End Date	# Spots	Net Amount	Gross Amount
August 2012	36	\$13,515.00	\$15,900.00	0.00	07/30/12	08/17/12	36	\$13,515.00	\$15,900.00
Totals	36	\$13,515.00	\$15,900.00	0.00					

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Totals	
														Spots	Amount
N 1	KNXV	08/14/12	08/17/12	M-F 6-7am M-F 6-7am	CM	6am-7am	- 1111 - -	:30	4	\$225.00	P-3	0.00	NM	4	\$900.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>				
Week:		08/11/12	08/17/12	- 1111 - -			4		\$225.00		0.00				
N 2	KNXV	08/13/12	08/17/12	M-F 7-9am M-F 7-9am	CM	7am-9am	21 - - 1 - -	:30	4	\$225.00	P-3	0.00	NM	4	\$900.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>				
Week:		08/11/12	08/17/12	21 - - 1 - -			4		\$225.00		0.00				
N 3	KNXV	08/13/12	08/17/12		CM	10am-11am	11111 - -	:30	5	\$450.00	P-3	0.00	NM	5	\$2,250.00



KNXV

Print Date: 08/17/12

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Contract / Revision **307660** Flight Dates **08/11/12-08/17/12**

Hiatus Dates

Original Date / Revision 08/10/12/ 08/17/12

Order Sep 00:20:00

Advertiser **Schweikert / Republican / C** Product **David Schweikert for Congr** Estimate #

														Totals		
Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount	
				M-F 10am-11am The View											5	\$2,250.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>							
Week:		08/11/12	08/17/12	11111--	5		\$450.00		0.00							
N 4	KNXV	08/13/12	08/17/12	M-F 430pm-5pm M-F 430pm-5pm	CM	430pm-5pm	11111--	:30	5	\$450.00	P-3	0.00	NM	5	\$2,250.00	
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>							
Week:		08/11/12	08/17/12	11111--	5		\$450.00		0.00							
N 5	KNXV	08/13/12	08/17/12	M-F 5pm-530pm M-F 5pm-530pm	CM	5pm-530pm	11111--	:30	5	\$450.00	P-3	0.00	NM	5	\$2,250.00	
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>							
Week:		08/11/12	08/17/12	11111--	5		\$450.00		0.00							
N 6	KNXV	08/13/12	08/16/12	M-F 6pm-630pm M-F 6pm-630pm	CM	6pm-630pm	1111---	:30	4	\$450.00	P-3	0.00	NM	4	\$1,800.00	
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>							
Week:		08/11/12	08/17/12	1111---	4		\$450.00		0.00							
N 7	KNXV	08/13/12	08/17/12	M-F 630pm-7pm M-F 630pm-7pm	CM	630pm-7pm	11111--	:30	5	\$750.00	P-3	0.00	NM	4	\$3,000.00	
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>							
Week:		08/11/12	08/17/12	11111--	5		\$750.00		0.00							
<u>Spot</u>		<u>Ch</u>	<u>Date Range</u>	<u>Description</u>	<u>Start/End Time</u>		<u>Weekdays</u>	<u>Length</u>		<u>Rate</u>		<u>Rtg</u>	<u>Type</u>			
5		KNXV	08/11/12-08/17/12	M-F 630pm-7pm	630pm-7pm		MTWThF----	:30		(\$750.00)		0.00	NM			
Credited																
N 8	KNXV	08/13/12	08/13/12	M-F 10-1035pm 10pm News	CM	10pm-1035pm	M-----	:30	1	\$850.00	P-3	0.00	NM	1	\$850.00	
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>							
Week:		08/11/12	08/17/12	M-----	1		\$850.00		0.00							
N 9	KNXV	08/11/12	08/11/12	Sa/Su 6-7am GMA Good Morning America	CM	6am-7am	-----S-	:30	1	\$150.00	P-3	0.00	NM	1	\$150.00	
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>							
Week:		08/11/12	08/17/12	-----S-	1		\$150.00		0.00							
N 10	KNXV	08/11/12	08/11/12	Sa 6pm News SA 6pm-630p	CM	6pm-630p	-----S-	:30	1	\$250.00	P-3	0.00	NM	1	\$250.00	
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>							
Week:		08/11/12	08/17/12	-----S-	1		\$250.00		0.00							
N 11	KNXV	08/11/12	08/11/12	SA 630pm-7pm SA 630pm-7pm	CM	630pm-7pm	-----S-	:30	1	\$450.00	P-3	0.00	NM	1	\$450.00	
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>							
Week:		08/11/12	08/17/12	-----S-	1		\$450.00		0.00							
N 12	KNXV	08/12/12	08/12/12	SU 10-1035pm 10pm News	CM	10pm-1035pm	-----S	:30	1	\$850.00	P-3	0.00	NM	1	\$850.00	
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>							
Week:		08/11/12	08/17/12	-----S	1		\$850.00		0.00							

*Tax 1 Note: Tax 0.5%.

Totals 36 \$15,900.00